

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES***

Applicant: CHEN et al.  
Title: VIRTUAL SHARED  
DATABASES  
Appl. No.: 09/819,358  
Filing Date: 3/28/2001  
Examiner: Leroux, Etienne Pierre  
Art Unit: 2161  
Confirmation 3309  
Number:

**REVISED BRIEF ON APPEAL**

Mail Stop Appeal Brief - Patents  
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Sir:

This communication is responsive to the Notice of Non-Compliant Appeal Brief dated October 16, 2007. If any fee is due, authorization is hereby given to charge any deficiency (or credit any balance) to the undersigned deposit account 19-0741.

**REAL PARTY IN INTEREST**

The real party in interest in this Appeal is Kintera, Inc., of San Diego, California, USA ("Kintera"). This interest is evidenced by an assignment from the inventors to Kintera, which is recorded at Reel 011702, Frame 0950, in the assignment records of the United States Patent and Trademark Office and was officially recorded on March 28, 2001.

**RELATED APPEALS AND INTERFERENCES**

There are no related appeals or interferences that will directly affect, be directly affected by, or have a bearing on the present appeal, that are known to Appellant or Appellant's patent representative.

**STATUS OF CLAIMS**

Claims 2-4, 23-25, 39 and 46 were previously canceled. Claims 1, 5-22, 26-38, 40-45 and 47-53 are pending in the application.

Claims 1, 5-22, 26-38, 40-45 and 47-53 are the subject of this appeal.

**STATUS OF AMENDMENTS**

Appellant believes the most recent claim amendments, submitted in conjunction with the response filed on August 15, 2006, have been entered in full.

**SUMMARY OF CLAIMED SUBJECT MATTER**

Embodiments of the present invention relate to novel database structures and methods and systems for storing and analyzing data within a database. In one embodiment, virtual data islands are partitioned inside a database, each virtual data island containing data owned by a specific client engaged, for example, in a fundraising campaign. Data within each data island contains one or more constituent records having information about individuals, and each individual is assigned a unique identifier that is unique across the various data islands. A linking table of individual unique identifiers for constituent records, together with information identifying which of the data islands contain information about each constituent, may also be provided. The linking table allows database searching across islands and aids, for example, in speeding such searching.

Thus, embodiments of the present invention provide a way for data from numerous clients, such as various nonprofit organizations, to be stored such that each client can

opt to share the data with other clients. To facilitate this sharing, each individual is assigned a unique identifier. As disclosed in the specification, the individuals in the database “share a common unique identifier across the various virtual data islands.”

In one embodiment, as recited in independent claim 1, the present invention relates to a database in a computer system linked to a network and configured to store client data (Page 6, lines 10-14; Figure 1). The computer system has one or more processors and one or more storage devices coupled to the one or more processors (Page 4, lines 6-23). The database includes one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in fundraising (Page 6, line 6 – Page 7, line 5; Figure 1). The client data contains one or more constituent records, the one or more constituent records including information about individuals stored in a plurality of fields (Page 6, line 6 – Page 7, line 5; Figure 1). Each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands (Page 6, line 15 – Page 7, line 10). A data pool has data from one or more constituent records stored in the one or more virtual data islands (Page 9, line 4 – Page 10, line 2), and a linking table includes a compilation of unique identifiers of individuals whose records are in the one or more virtual data islands (Page 7, line 5 – Page 8, line 6). One or more program codes are provided for analyzing the selected data in the data pool, wherein results of the analysis are useable by the clients for fundraising (Page 11, lines 3-23).

In another embodiment, as recited in claim 22, a method for analyzing a database resides in a computer system linked to a network, the computer system having one or more

processors and one or more storage devices coupled to the one or more processors (Page 4, lines 6-23; Page 6, lines 10-14; Figure 1). The method includes creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in fundraising (Page 6, line 6 – Page 7, line 5; Figure 1). The client data contains one or more constituent records, the one or more constituent records including information about individuals stored in a plurality of fields (Page 6, line 6 – Page 7, line 5; Figure 1). Each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands (Page 6, line 15 – Page 7, line 10). A data pool is created having selected data from the one or more constituent records stored in the one or more virtual data islands (Page 9, line 4 – Page 10, line 2). A linking table is created including a compilation of unique identifiers of individuals whose records are in the one or more virtual data islands (Page 7, line 5 – Page 8, line 6). The selected data in the data pool is analyzed, wherein results of the analysis are useable by the clients for fundraising (Page 11, lines 3-23).

In another embodiment, as recited in claim 35, the invention relates to a computer-readable medium having computer-executable instructions for performing a method for analyzing a database residing in a computer system linked to a network (Page 4, lines 6-23; Page 6, lines 10-14; Page 13, line 29 – Page 14, line 4; Figure 1). The method includes creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in fundraising (Page 6, line 6 – Page 7, line 5; Figure 1). The client data contains one or more constituent records, the one or more constituent records including information about individuals stored in a plurality of fields (Page 6, line 6 – Page 7,

line 5; Figure 1). Each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands (Page 6, line 15 – Page 7, line 10). A data pool is created having selected data from the one or more constituent records stored in the one or more virtual data islands (Page 9, line 4 – Page 10, line 2). A linking table is created including a compilation of unique identifiers of individuals whose records are in the one or more virtual data islands (Page 7, line 5 – Page 8, line 6). The data in the data pool is analyzed (Page 11, lines 3-23).

In another embodiment, as recited in claim 36, the invention relates to a method for creating a database residing in a computer system linked to a network, the computer system having one or more processors and one or more storage devices coupled to the one or more processors (Page 4, lines 6-23; Page 6, lines 10-14; Figure 1). The method includes creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in a fundraising campaign (Page 6, line 6 – Page 7, line 5; Figure 1). The client data contains one or more constituent records, the one or more constituent records including information about individuals stored in a plurality of fields (Page 6, line 6 – Page 7, line 5; Figure 1). Each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands (Page 6, line 15 – Page 7, line 10). The method also includes creating a linking table including a compilation of unique identifiers of individuals whose records are in the one or more virtual data islands (Page 7, line 5 – Page 8, line 6), and creating a data pool having data from one or more constituent records stored in the one or more virtual data islands (Page 9, line 4 – Page 10, line 2).

In another embodiment, as recited in claim 38, the invention relates to a system for storing and sharing client data (Page 6, lines 10-14; Figure 1). The system includes a database and a plurality of virtual data islands partitioned inside the database (Page 6, line 6 – Page 7, line 5; Figure 1). Each of the virtual data islands stores client data for a specific client engaged in one or more fundraising campaigns (Page 6, line 6 – Page 7, line 5; Figure 1). The client data includes one or more constituent records, the one or more constituent records including information about individuals stored in a plurality of fields (Page 6, line 6 – Page 7, line 5; Figure 1). A data pool has data from one or more of the constituent records stored in the one or more virtual data islands (Page 9, line 4 – Page 10, line 2). At least one program code for analyzing data in the data pool, wherein results of the analysis are shared with clients who have data in the data pool (Page 11, lines 3-23). Each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands (Page 6, line 15 – Page 7, line 10). The system further includes a linking table including a compilation of unique identifiers of individuals whose constituent records are stored in the one or more virtual data islands (Page 7, line 5 – Page 8, line 6).

In another embodiment, as recited in claim 45, the invention relates to a method of storing and sharing client data (Page 6, lines 10-14; Figure 1). The method includes providing a database and partitioning the database into a plurality of virtual data islands, each of the virtual data islands storing client data for a specific client engaged in one or more fundraising campaigns (Page 6, line 6 – Page 7, line 5; Figure 1). The client data includes one or more constituent records, the one or more constituent records including information about individuals stored in a



plurality of fields (Page 6, line 6 – Page 7, line 5; Figure 1). A data pool having data from one or more of the constituent records stored in the one or more virtual data islands is created (Page 9, line 4 – Page 10, line 2). Data in the data pool is analyzed, wherein results of the analysis are shared with clients who have data in the data pool (Page 11, lines 3-23). Each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands (Page 6, line 15 – Page 7, line 10). The method further includes creating a linking table including a compilation of unique identifiers of individuals whose constituent records are stored in the one or more virtual data islands (Page 7, line 5 – Page 8, line 6).

#### **GROUND OF REJECTION TO BE REVIEWED ON APPEAL**

The grounds of rejection to be reviewed on appeal are the Examiner's rejection of the claims under 35 U.S.C. § 103(a) over a combination of references. Specifically, the grounds of rejection to be reviewed on appeal are the Examiner's rejection of claims 1, 5-9, 11, 12, 16, 20, 22, 26-29, 32, 33, 35-38, 40, 45, 47 and 53 under 35 U.S.C. § 103(a) over U.S. Patent No. 5,506,393 to Ziarno (hereinafter "Ziarno I") in view of U.S. Patent No. 6,519,572 to Riordan et al (hereinafter "Riordan") and the Examiner's rejection of claims 10, 13-15, 17-19, 21, 30, 31, 34 41-44, 48, 49 and 50-52 over a combination of Ziarno I and one or more other references.

**ARGUMENT**

**I. Rejection of Claims 1, 5-9, 11, 12, 16, 20, 22, 26-29, 32, 33, 35-38, 40, 45, 47 and 53**

**A. The Office Action fails to Establish a *Prima Facie* Case of Obviousness**

In the Office Action dated October 23, 2006, claims 1, 5-9, 11, 12, 16, 20, 22, 26-29, 32, 33, 35-38, 40, 45, 47 and 53 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ziarno I in view of Riordan.

The Examiner has not made an adequate showing that independent claims 1, 22, 35, 36, 38 and 45 are rendered obvious by Ziarno I in view of Riordan. More particularly, the Examiner has failed to cite any reference or any combination of references that teach at least a “unique identifier for an individual being common across the virtual data islands.”

In *In re Rijckaert*, 9 F.3d 1531, 1532, (Fed. Cir. 1993), the Federal Circuit outlined the burden on the PTO as follows:

In rejecting claims under 35 U.S.C. 103, the examiner bears the initial burden of presenting a *prima facie* case of obviousness. *In re Oetiker*, 977 F.2d 1443, 1445, 24 U.S.P.Q.2d 1443, 1444 (Fed. Cir. 1992). Only if that burden is met, does the burden of coming forward with evidence or argument shift to the applicant. *Id.* “A *prima facie* case of obviousness is established when the teachings from the prior art itself would appear to have suggested the claimed subject matter to a person of ordinary skill in the art.” *In re Bell*, 991 F.2d 781, 782, 26 U.S.P.Q.2d 1529, 1531 (Fed. Cir. 1993) (quoting *In re Rinehart*, 531 F.2d 1048, 1051, 189 U.S.P.Q. 143, 147 (CCPA 1976)). If the examiner fails to establish a *prima facie* case, the rejection is improper and will be overturned. *In re Fine*, 837 F.2d 1071, 1074, 5 U.S.P.Q.2d 1596, 1598 (Fed. Cir. 1988).

To establish a *prima facie* case of obviousness, three basic criteria must be met. First, there must be some reasonable suggestion or motivation to modify the prior art reference or

to combine reference teachings. Second, there must be a reasonable expectation of success of achieving the desired goals. Finally, the prior art references when combined must teach all the claim limitations. The teaching or suggestion to make the claimed combination and the reasonable expectation of success must both be found in the prior art, and not based on the Applicant's disclosure. *In re Vaeck*, 947 F.2d 488 (Fed. Cir. 1991). Additionally, the courts have held that an invention is not obvious solely because it is composed of elements that are all individually found in the prior art. *In re Rouffet*, 149 F.3d 1350, 1357 (Fed.Cir. 1998). As described below, in this instance, the test is not met.

The cited references fail to teach or suggest at least this feature of the pending claims. In the latest Office Action, the Examiner argues that Ziarno I discloses the unique identifier by disclosing that a receipt is produced for a contribution by a contributor. Applicant respectfully disagrees with this interpretation of the disclosure of Ziarno I.

The cited portion of Ziarno I discloses:

Preferably, a receipt generator (a printer 821 and associated circuitry 823) is located on or near a donation kettle 100. In an alternate embodiment, the receipt generator may be located at a remote location. The receipt generator produces a receipt for a single donation or a plurality of donations. In one embodiment, a donation kettle 100 communicates, via a communication link, preferably an RF (radio frequency) communication link or an infra-red communication link, with the receipt generator. In another embodiment, a donation kettle 100 communicates donation and contributor information, via a communication link to terminal 120. Terminal 120 then communicates the contributor and donation information to the receipt generator. The communication consists of information about the contributor, the donation, the date, the intention for which the donation was given, and the like. The receipt generator processes the information about the contributor and the donation to generate a receipt. The receipt may be generated automatically by the receipt generator to be picked up by the contributor at or soon after visiting the donation kettle 100, or may be

generated for mailing or faxing to the contributor. A contributor of a charitable organization may desire the receipt for tax purposes.

Ziarno I, col. 9, lines 45-67.

Nothing in the cited portion of Ziarno I teaches or suggests a unique identifier for an individual that is common across virtual data islands. The cited portion quoted above merely provides for a tax receipt to be generated for one or more donations at a single donation kettle. The receipt is generated either at the donation kettle site or at a remote location but, nevertheless, is still based on donations at a single donation kettle. Nothing in Ziarno I teaches or suggests that the receipt is based on donations at multiple donation kettles. Furthermore, as further evidence of Ziarno I lacking such a teaching or suggestion, nothing in Ziarno I indicates how donations at multiple donation kettles would be directed to a single tax receipt. There is no indication that anything about the receipt or communication between the donation kettle and the remote terminal includes a unique identifier for an individual that is common across the various donation kettles.

Thus, Ziarno fails to teach or suggest at least a “unique identifier for an individual being common across the virtual data islands,” as recited in each of the independent claims. .

Riordan fails to cure the deficiencies of the Ziarno I. Riordan is cited by the Examiner as teaching a linking table. Riordan fails to teach or suggest the “unique identifier” of the present invention. In fact, there is no teaching or suggestion in Riordan of any “unique identifier.”

Accordingly, the Examiner has failed to establish a *prima facie* case of obviousness.

**B. The Office Action fails to Satisfy the Burden for Establishing a Motivation to Combine the References**

Further, as noted recently by the U.S. Supreme Court, when looking at the teachings of multiple references, it is to be determined:

... whether there was an apparent reason to combine the known elements in the fashion claimed by the patent at issue. To facilitate review, this analysis should be made explicit.

*KSR Int'l Co. v. Teleflex, Inc.*, No. 04-1350 (U.S. Apr. 30, 2007).

In the present case, the Examiner identifies no clear suggestion or motivation (in any of the cited references) to combine any two or more references (let alone all five references as applied herein) to achieve Appellant's claimed invention. Specifically, the Examiner fails to provide any explicit analysis to support the "apparent reason to combine" the references. Rather, the Examiner merely makes the unsupported assertion that it would have been obvious to one of ordinary skill in the art at the time the invention was made to combine the references. Appellant respectfully submits that the Examiner's assertion is without merit.

It is clearly only with improper hindsight, and only with benefit of Appellant's disclosure, that there is any motivation to undertake the required modification of Ziarno I to arrive at the present invention. Absent Appellant's disclosure, there is no motivation to combine the asserted references in order to arrive at Appellant's invention.

Thus, claims 1, 22, 35, 36, 38 and 45 are patentable. Claims 5-9, 11, 12, 16, 20, 26-29, 32, 33, 37, 40, 47 and 53 depend, either directly or indirectly, from allowable independent claims and are, therefore, patentable for at least that reason, as well as additional patentable features when those claims are considered as a whole.

**II. Rejection of Claims 10, 13-15, 17-19, 21, 30, 31, 34 41-44, 48, 49 and 50-52**

Claims 17, 42, 48 and 49 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ziarno I in view of Riordan and further in view of U.S. Patent No. 6,539,446 to Chan. Claims 10, 13-15, 41, 43, 44 and 50-52 were rejected under 35 U.S.C. § 103(a) as being unpatentable over the combination of Ziarno I and Riordan, and further in view of U.S. Patent No. 6,308,201 to Pivowar et al. Claims 18, 30 and 31 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ziarno I in view of U.S. Patent No. 5,665,952 to Ziarno. Claims 19, 21 and 34 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Ziarno I in view of U.S. Patent No. 6,535,871 to Romansky et al.

Claims 10, 13-15, 17-19, 21 and 52 depend from allowable claim 1; claims 30, 31 and 34 depend from allowable claim 22; claims 41-44 depend from allowable claim 38; and claims 48-51 depend from allowable claim 45. Thus, claims 10, 13-15, 17-19, 21, 30, 31, 34, 41-44, 48-52 are patentable for at least that reason, as well as additional patentable features when those claims are considered as a whole.

**CONCLUSION**

The pending claims of the present application recite patentable subject matter and are in condition for allowance. The rejections made by the Examiner should be withdrawn.

**CLAIMS APPENDIX**

1. (Previously Presented): A database in a computer system linked to a network and configured to store client data, the computer system having one or more processors and one or more storage devices coupled to the one or more processors, the database comprising:

one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in fundraising, the client data containing one or more constituent records, the one or more constituent records including information about individuals, the information stored in a plurality of fields, wherein each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands;

a data pool having data from one or more constituent records stored in the one or more virtual data islands;

a linking table including a compilation of unique identifiers of individuals whose records are in the one or more virtual data islands; and

one or more program codes for analyzing the selected data in the data pool, wherein results of the analysis are useable by the clients for fundraising.

2-4. (Cancelled).

5. (Original): The database as recited in claim 1, wherein the network is the Internet.

6. (Original): The database as recited in claim 1, wherein the network is a wide area network.



7. (Original): The database as recited in claim 1, wherein the client is a nonprofit organization (NPO).

8. (Original): The database as recited in claim 1, wherein the client is a person.

9. (Original): The database as recited in claim 1, wherein the results of the analysis are used to identify potential donors likely to donate to one or more charities.

10. (Previously Presented): The database as recited in claim 1, further comprising an opt-in field indicating whether a client has elected to share data.

11. (Previously Presented): The database as recited in claim 1, further comprising a program code configured for statistical analysis of the selected data in the data pool.

12. (Original): The database as recited in claim 9, further comprising program codes for determining a probability of a charitable donation by an individual donor.

13. (Original): The database as recited in claim 10, wherein the opt-in field is set and updated with write-access to the field.

14. (Original): The database as recited claim 10, wherein the opt-in field accepts a multi-valued variable, each value corresponding to a data-sharing scheme.

15. (Original): The database as recited in claim 14, wherein the multi-valued variable allows clients to share data with others in different manners.

16. (Original): The database as recited in claim 1, further comprising means for automatically updating fields in a virtual data island if corresponding fields in other virtual data islands are updated.

17. (Previously Presented): The database as recited in claim 16, further comprising means for automatic notification of an update option, wherein when a field in one client's virtual data island is updated, a notification is sent to other participating clients that have a corresponding field.

18. (Previously Presented): The database as recited in claim 1, further comprising means for login access for donors to the individual constituent records in the virtual data islands, wherein the donors access their records and conduct financial transactions online.

19. (Original): The database as recited in claim 1, wherein the client is a political organization.

20. (Previously Presented): The database as recited in claim 1, further comprising a common unique identifier shared by individual constituent records across the virtual data islands.

21. (Original): The database as recited in claim 1, further comprising an opt-out field that indicates the data the client does not wish to share.

22. (Previously Presented): A method for analyzing a database residing in a computer system linked to a network, the computer system having one or more processors and one or more storage devices coupled to the one or more processors, comprising:

creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in fundraising, the client data containing one or more constituent records, the one or more constituent records including information about individuals, the information stored in a plurality of fields, wherein each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands;

creating a data pool having selected data from the one or more constituent records stored in the one or more virtual data islands;

creating a linking table including a compilation of unique identifiers of individuals whose records are in the one or more virtual data islands; and

analyzing the selected data in the data pool, wherein results of the analysis are useable by the clients for fundraising.

23-25. (Cancelled).

26. (Original): The method as recited in claim 22, wherein the network is the Internet.

27. (Original): The method as recited in claim 22, wherein the network is a wide area network.

28. (Original): The method as recited in claim 22, further comprising identifying potential donors from the results of the analysis.

29. (Original): The method as recited in claim 22, further comprising determining, from the results of the analysis, a probability of a charitable donation by an individual donor.

30. (Previously Presented): The method as recited in claim 22, further comprising: accessing individual constituent records online; and conducting financial transactions.

31. (Previously Presented): The method as recited in claim 30, wherein the financial transactions include making a donation to one or more organizations.

32. (Original): The method as recited in claim 22, wherein the client is a nonprofit organization (NPO).

33. (Original): The method as recited in claim 22, wherein the client is a charitable organization.

34. (Original): The method as recited in claim 22, wherein the client is a political organization.

35. (Previously Presented): A computer-readable medium having computer-executable instructions for performing a method for analyzing a database residing in a computer system linked to a network, the computer system having one or more processors and one or more storage devices coupled to the one or more processors, comprising:

creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in fundraising, the client data containing

one or more constituent records, the one or more constituent records including information about individuals, the information stored in a plurality of fields, wherein each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands;

creating a data pool having data from one or more constituent records stored in the one or more virtual data islands;

creating a linking table including a compilation of unique identifiers of individuals whose records are in the one or more virtual data islands; and

analyzing data in the data pool.

36. (Previously Presented): A method for creating a database residing in a computer system linked to a network, the computer system having one or more processors and one or more storage devices coupled to the one or more processors, comprising;

creating one or more virtual data islands partitioned inside the database, each virtual data island storing client data for a specific client engaged in a fundraising campaign, the client data containing one or more constituent records, the one or more constituent records including information about individuals, the information stored in a plurality of fields, wherein each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands;

creating a linking table including a compilation of unique identifiers of individuals whose records are in the one or more virtual data islands; and

creating a data pool having data from one or more constituent records stored in the one or more virtual data islands.

37. (Previously Presented): The database as recited in claim 1, wherein the client is a charitable organization.

38. (Previously Presented): A system for storing and sharing client data, the system comprising:

a database;

a plurality of virtual data islands partitioned inside the database, each of the virtual data islands storing client data for a specific client engaged in one or more fundraising campaigns, the client data including one or more constituent records, the one or more constituent records including information about individuals, the information stored in a plurality of fields;

a data pool having data from one or more of the constituent records stored in the one or more virtual data islands; and

at least one program code for analyzing data in the data pool, wherein results of the analysis are shared with clients who have data in the data pool,

wherein each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands, the system further comprising a linking table including a compilation of unique identifiers of individuals whose constituent records are stored in the one or more virtual data islands.

39. (Canceled).

40. (Previously Presented): The system as recited in claim 38, further comprising a master island residing in the database and containing a compilation of the fields in the one or more virtual data islands.

41. (Previously Presented): The system as recited in claim 38, further comprising means for allowing a client to update constituent records stored in their virtual data island.

42. (Previously Presented): The system as recited in claim 41, further comprising means for automatically updating a field in a virtual data island.

43. (Previously Presented): The system as recited in claim 38, wherein each virtual data island includes an opt-in field indicating whether a client has elected to share data.

44. (Previously Presented): The system as recited in claim 43, wherein if the client has elected to share data, data from constituents records in the client's virtual data island are stored in the data pool and the client has access to the results of the analysis of data in the data pool.

45. (Previously Presented): A method of storing and sharing client data comprising:  
providing a database;  
partitioning the database into a plurality of virtual data islands, each of the virtual data islands storing client data for a specific client engaged in one or more fundraising campaigns, the client data including one or more constituent records, the one or more constituent records including information about individuals, the information stored in a plurality of fields;

creating a data pool having data from one or more of the constituent records stored in the one or more virtual data islands; and

analyzing data in the data pool, wherein results of the analysis are shared with clients who have data in the data pool,

wherein each individual is assigned a unique identifier, the unique identifier for an individual being common across the virtual data islands, the method further comprising creating a linking table including a compilation of unique identifiers of individuals whose constituent records are stored in the one or more virtual data islands.

46. (Canceled).

47. (Previously Presented): The system as recited in claim 45, further comprising creating a master island residing in the database, the master island containing a compilation of the fields in the one or more virtual data islands.

48. (Previously Presented): The system as recited in claim 45, further comprising allowing a client to update constituent records stored in their virtual data island.

49. (Previously Presented): The system as recited in claim 48, further comprising automatically updating a field in a virtual data island if the corresponding field in one or more other virtual data islands is updated.

50. (Previously Presented): The system as recited in claim 45, wherein each virtual data island includes an opt-in field indicating whether a client has elected to share data.



51. (Previously Presented): The system as recited in claim 50, wherein if the client has elected to share data, data from constituent records in the client's virtual data island are stored in the data pool and the client has access to the results of the analysis of data in the data pool.

52. (Previously Presented): The database as recited in claim 10, wherein if the client has elected to share data, data from constituent records in the client's virtual data island are stored in the data pool and the client has access to the results of the analysis of data in the data pool.

53. (Previously Presented): The database as recited in claim 1, further comprising a master island containing a compilation of the fields in the one or more virtual data islands.

**EVIDENCE APPENDIX**

None

**RELATED PROCEEDINGS APPENDIX**

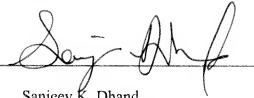
None.

Respectfully submitted,

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